



PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re U.S. Patent Application of:)	<u>Group Art Unit:</u> 2611
)	
Ta-Ching PONG)	<u>Examiner:</u> N. Vu
)	
Serial Number: 09/881,815)	<i>Attorney Docket:</i> PONG3002beu
)	
Filed: June 18, 2001)	<u>Confirmation No.:</u> 9271

For: System And Method For Insertion And Modification Of Advertisements

AMENDMENT AND RESPONSE

(Submitted Concurrently With Request For Continued Examination (RCE))

Honorable Commissioner For Patents
P.O. Box 1450
Alexandria, VA. 22313-1450

Sir:

This paper is in response to the final Official Action dated August 11, 2005.

Amendments to the claims begin on page 2.

Remarks/Arguments begin on page 5.